

Innovative Advertising 403 North Columbia Street Covington, LA 70433

CPE

Phone/Fax **Buyer Name** Sales Office Salesperson

Comments Billing Type **Account Types**

Charlotte, NC 28206-2700 WSOC-TV 1901 North Tryon Street

Brand Product Schedule Dates Contract # Agency Advertiser 986 CONGRESS (1381 Political (1065) Innovative Advertising POL/R PITTENGER/R/ 10/22/12-11/06/12 333596

Date Entered

Last Modified 10/22/12

09/26/12

Charlotte (WSOC)
By Broadcast Month Spots

\$31,275.00 \$55,175.00 \$86,450.00

PITTENGER FOR CONG ***** THIS IS A CASH IN ADVANCE SCHEDULE *****, ROBERT PITTENGER FOR CONGRESS	Standard	National/Political	986		GUERRA,HEIDI	Telerep/Philadelphia	Telerep/Philadelphia, Philadelphia (1057)	986 CONGRESS (138157)	Political (1065)	Innovative Advertising (2144)	POL/R PITTENGER/R/CON/NC (16652)	-1111
**, ROBERT PITTENGER		Sales Tax	Net Total	Commission	Commission%	Package Deal	Order Type	Demo	Headline #	CO-OP	Entered By	
FOR			\$73,482.50	\$12,967.50	15.00		Normal		06344257	No	Jill Hipskind	10/64/46
								portici de la conse	g-excellence or	Grand Total:	Nov. 2012)
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			8	CONTRA CONTRA				
10/22/12	\$8,000.00 Charlotte (WSOC)	\$1,600.00	И	5 × × × × × ×	:30 7:30P- 7:56P (EST)	:30 7	10/29/12-11/02/12 3	14.1 Normal Line / 5pot 10/29
10/22/12	Charlotte (W5OC)	\$850.00		X	:30 7:30P- 7:56P (EST)	:30 7	10/22/12-10/22/12 5	13.1 End Dated Line / Spot 10/22
10/22/12	\$1,200.00 Charlotte (WSOC)	\$1,200.00	ı	-	:30 SP- 5:30P (EST)	:30 5	11/05/12-11/05/12 4	12.1 Normal Line / Spot 11/05
10/22/12	\$4,800.00 Charlotte (WSOC)	\$1,200.00	4	* × × × × ×	:30 5P- 5:30P (EST)	:30 5	10/29/12-11/02/12 4	11.1 Normal Line / Spot 10/29
10/22/12	Charlotte (W5OC)	\$900.00		×	:30 5P- 5:30P (EST)	:30 5	10/22/12-10/22/12 5	10.1 End Dated Line / Spot 10/22
9/26/12	\$375.00 Charlotte (WSOC)	\$375.00	1		:30 12P- 1P (EST)	:30 1	11/05/12-11/05/12 5	9.0 Normal Line / 5pot 11/05
10/22/12	\$1,500.00 Charlotte (WSOC)	\$375.00	4	* × × × × × × ×	:30 12P- 1P (EST)	:30 1	10/29/12-11/02/12 5	8.1 Normal Line / Spot 10/29
9/26/12	\$1,500.00 Charlotte (W5OC)	\$375.00	4	* × × × × ×	:30 12P- 1P (EST)	:30 1	10/22/12-10/26/12 5	7.0 Normal Line / Spot 10/22
10/22/12	\$2,150.00 Charlotte (WSOC)	\$1,075.00	2	2 X X	:30 7A- 9A (EST)	:307	11/05/12-11/06/12 4	6.1 Normal Line / Spot 11/05
10/22/12	\$5,375.00 Charlotte (WSOC)	\$1,075.00	ъ	5 × × × × ×	:30 7A- 9A (EST)	:30 7	10/29/12-11/02/12 4	5.1 Normal Line / 5pot 10/29
10/22/12	Charlotte (WSOC)	\$725.00		×	:30 7A- 9A (EST)	:30 7	10/22/12-10/22/12 6	4.1 End Dated Line / Spot 10/22
9/26/12	\$850.00 Charlotte (W5OC)	\$425.00	2	2 X X	:30 5A- 6A (EST)	:30 5	11/05/12-11/06/12 5	3.0 Normal Line / 5pot 11/05
9/26/12	\$2,125.00 Charlotte (WSOC)	\$425,00	5	5 × × × × ×	:30 5A- 6A (EST)	:30 5	10/29/12-11/02/12 5	2.0 Normal Line / Spot 10/29
9/26/12	\$1,700.00 Charlotte (WSOC)	\$425.00	4	* × × × × ×	:30 5A- 6A (EST)	:30 5	10/22/12-10/26/12	1.0 Normal Line / Spot 10/22
Comments Entered	Total Station	Rate	Spots	5PW Mo Tu We Th Fr Sa Su	Run Times 5F	Length	Dates 5ec	Line Line Type / Break Type (Ref #)

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written

Printed At: 09:42 AM on Tuesday, October 23 2012

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Innovative Advertising 403 North Columbia Street Covington, LA 70433

Billing Type Account Types

Standard National/Political 986

Sales Tax

Net Total Commission Commission %

\$73,482.50

PITTENIGER FOR CONG
***** THIS IS A CASH IN ADVANCE SCHEDULE *****, ROBERT PITTENIGER FOR
CONGRESS.

WSOC-TV 1901 North Tryon Street Charlotte, NC 28206-2700

Brand Product Agency Advertiser Schedule Dates

Contract #

333596

Salesperson

Telerep/Philadelphia, Philadelphia (1057)

Package Deal

15.00 \$12,967.50

Order Type

Normal

Phone/Fax **Buyer Name** Sales Office

> GUERRA, HEIDI Telerep/Philadelphia

986 CONGRESS (138157) Political (1065) Innovative Advertising (2144) POL/R PITTENGER/R/CON/NC (16652) 10/22/12-11/06/12

Demo Last Modified Headline# CO-OP Entered By Date Entered 09/26/12 10/22/12 Jill Hipskind 8 06344257

Charlotte (WSOC)

By Broadcast Month
Oct. 2012
Nov. 2012
Grand Total:

fotal:	2012 _	012	adcast Month
75	45	30	Spots
\$\$	\$	⇔	

\$31,27! \$55,17! \$86,45

75	30 45
\$86,450.00	Rate \$31,275.00 \$55,175.00

\$86,450.00	75
\$55,175.00	15
\$31,275.00	8
Notes	10

		Convincials	0.00	Cayle:			Accepted-Station:	Date: Accepted	Q		Accepted-Agency/Advertisar:	:Captes:
				were and	RACI	CONFIRMATION CONTRA	Ž					
10/22/12		\$7,400.00 Charlotte (WSOC)		\$925.00	8	× × × ×	4	:30 11P- 11:35P (EST)	ъ	10/23/12-11/02/12	30.0 Normal Line / Spot	30.1
10/22/12		\$6,400.00 Charlotte (WSOC)		\$1,600.00	4	1 1 1 1		:30 7:30P- 7:56P (EST)	ω	10/23/12-10/26/12	29.0 Normal Line / Spot	29.1
10/22/12		\$4,800.00 Charlotte (WSOC)		\$1,200.00	4	××××	4	:30 SP- 5:30P (EST)	4	10/23/12-10/26/12	28.0 Normal Line / Spot	28.
10/22/12		\$4,300.00 Charlotte (WSOC)		\$1,075.00	4	× × ×	4	:30 7A- 9A (EST)	4	10/23/12-10/26/12	27.0 Normal Line / Spot	27.1
9/26/12		\$1,400.00 Charlotte (WSOC)		\$700.00	2	1		:30 6P- 6:30P (EST)	∞	10/28/12-11/04/12	26.0 Normal Line / Spot	26.1
10/22/12		\$1,600.00 Charlotte (WSOC)		\$800.00	2	1		:30 8A- 9A (EST)	ω	10/28/12-11/04/12	2S.1 Normal Line / Spot	2S.
10/22/12		\$600.00 Charlotte (WSOC)	0.00	\$300.00	2	<u></u>		:30 7A- 8A (EST)	on	10/28/12-11/04/12	24.1 Normal Line / Spot	24.
10/22/12		\$550.00 Charlotte (WSOC)	5.00	\$275.00	2			:30 6A- 7A (EST)	υı	10/28/12-11/04/12	23.1 Normal Line / Spot	23.
10/22/12		\$925.00 Charlotte (WSOC)	5.00	\$925.00	1			:30 11P- 11:35P (EST)	υı	11/05/12-11/05/12	22.1 Normal Line / Spot	22.
10/22/12		Charlotte (WSOC)	0.00	\$1,000.00		×	4	:30 11P- 11:35P (EST)	S	10/22/12-10/22/12	21.1 End Dated Line / Spot	21.
9/26/12		\$5,000.00 Charlotte (WSOC)		\$2,500.00	2	1		:30 8P- 11:30P (EST)	U	10/27/12-11/03/12	20.0 Normal Line / Spot	20.
9/26/12		\$8,600.00 Charlotte (WSOC)		\$4,300.00	2	<u> </u>		:30 10P- 11P (EST)	S	10/24/12-10/31/12	19.0 Normal Line / Spot	19.
9/26/12		\$12,000.00 Charlotte (WSOC)		\$6,000.00	2			:30 8P- 10P (EST)	s	10/29/12-11/05/12	16.0 Normal Line / Spot	16.
10/22/12		\$1,600.00 Charlotte (WSOC)		\$1,600.00				:30 7:30P- 7:S6P (EST)	ω	11/05/12-11/05/12	1S.1 Normal Line / Spot	15.
Entered	Comments	Station	Total	Rate	Spots	SPW Mo Tu We Th Fr Sa Su	SPW	Length Run Times	Sec Le	Dates	Line Type / Break Type (Ref #)	Line

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicityThis non-discrimination provision is a condition of each advertising contract with this stationwhether verbal or written

Page 2 of 3



Innovative Advertising 403 North Columbia Street

Phone/Fax **Buyer Name**

> GUERRA,HEIDI Telerep/Philadelphia

Sales Office Salesperson

Billing Type Account Types

CONGRESS

PITTENGER FOR CONG
***** THIS IS A CASH IN ADVANCE SCHEDULE ****, ROBERT PITTENGER FOR

National/Political

Sales Tax

Net Total

\$73,482.50

Commission Commission % Package Deal

\$12,967.50

15.00

Covington, LA 70433

WSOC-TV 1901 North Tryon Street Charlotte, NC 28206-2700

Brand Agency Product Advertiser

Schedule Dates Contract # Telerep/Philadelphia, Philadelphia (1057) 986 CONGRESS (138157) Political (1065) Innovative Advertising (2144) POL/R PITTENGER/R/CON/NC (16652) 10/22/12-11/06/12 333596

CO-OP **Entered By** Last Modified Date Entered Headline # 10/22/12 Jill Hipskind 09/26/12 06344257

Order Type

Normal

Charlotte (WSOC)		
By Broadcast Month	Spots	Rate
Oct. 2012	30	\$31,275.00
Nov. 2012	45	\$55,175.00
Grand Total:	75	\$86,450.00

Grand Total:	Nov. 2012	Oct. 2012	של פו הפתרפצר ואיהוזווו
75	45	30	Sports
\$86,	\$55,	\$31,	

Line Line Type / Break Type (Ref #)	Dates	Sec Length Run Times	SPW Mo Tu We Th Fr Sa Su Spots	Rate	Total	Station
31.0 Normal Line / Spot	11/04/12-11/04/12	8 :30 9A- 10A (EST)	1	\$400.00	\$400.00 C	\$400.00 Charlotte (WSOC)
32.0 Normal Line / Spot	11/05/12-11/05/12	4 :30 5:30P- 6P (EST)	1	\$1,300.00	\$1,300.00 Ct	\$1,300.00 Charlotte (WSOC)
		0	CONFIRMATION CONTRACT	7		
Accepted-Agency/Advoltiser.		Charles: Acc spil	Accepted-Station.	Date	Comments:	

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